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Autore	Strauss Ralf
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## Nota di contenuto

MarTech ... The Via Dolorosa Into Data-Driven Customer Interaction -- The Strategic Imperative ... Providing the Groundwork -- Let the MarTech Music Play ... Development Phases of the MarTech Universe -- I Go Where True (Money) Love Goes - Budgets and Market Potentials in MarTech -- Data Readiness and Data Strategies ... Without Data, You Are Just Another Person With an Opinion -- Online Data Protection According to GDPR - Or: What Is Actually (Still) Allowed? (Dr. Simon Menke) -- Measurement and KPI Optimization ... Oldie, But Goldie -- Pandora's AI Box - The AI Tsunami Is Rolling in -- CRM Meets Customer Experience - Moments of Truth for the Customer -- The New Media Imperative -- On the Way to Composability - The Changing Role of IT -- The Organisation Remains the Digital Construction Site -- Case Studies - Lessons Learned from Other Companies -- Steps Towards Marketing Tech Strategy and Implementation.

## Sommario/riassunto

Embark on a journey through the rapidly evolving landscape of Marketing Technology (MarTech) with this comprehensive guide. From understanding the strategic imperatives driving MarTech adoption to navigating the intricacies of data-driven customer interaction, this book provides invaluable insights and practical strategies. Explore topics ranging from budget allocation and market potential to data readiness and GDPR compliance, gaining a deep understanding of key concepts and best practices. Whether you're grappling with the complexities of AI integration or seeking to optimize measurement and KPIs, this book equips you with the knowledge and tools needed to thrive in today's digital marketing environment. With decades of industry experience, Ralf Strauss offers in this book a roadmap for success, empowering marketers to navigate the challenges and seize the opportunities presented by MarTech innovation. .